PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Steve Bellissimo DATE: December 22, 1994

FROM J. Yvette Robinson/Event Marketing

SUBJECT: Chinese American Expo - January 14-15, 1995 - Pomona, California

Marlboro Community Event Marketing will be a participant at the Chinese American Expo in Pomona, CA on January 14th through 15th. Specific information is as follows:

EVENT: CHINESE AMERICAN EXPO

DATES: January 14-15, 1995

TIME: 10:30am - 7:00pm everyday

LOCATION: Pomona Fairplex
Pomona, CA

PROMOTER CONTACT Ms. Mary Wang
Chinese Overseas Marketing Services, Inc.
525 San Gabriel Boulevard
San Gabriel, CA 91776
818/285-7616

PHILIP MORRIS ACTIVITIES As official tobacco sponsor, Marlboro will have a major presence at this event and receive the following:

- The exclusive right to distribute name generation cards and Marlboro branded incentive items to smokers twenty-one years of age and older at locations at the Event to be mutually agreed upon by the parties;
- Exclusive use of 107, 108, 109, 408, 409, 508, 509 as floor space to conduct Marlboro promotional activities;
- The right to display banners and signage on the stage and the promotional booths and at other locations to be mutually agreed upon;
- The exclusive right to conduct an on-site store exhibit in conjunction with a third party retailer, in a booth to be provided by the Promoter;
- The services of four persons twenty-one years of age or older who will be provided by the Promoter and will conduct on-site activities on behalf of Marlboro at the Event; and,
- The right to recognition in advertising placed in connection with the event to be approved in advance by Marlboro.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsgm0004

FIELD SALES CONTACT:

Rick Wilhelm
Section Sales Director
818i/792-2900
818/792-4373 - Fax #

SHIPMENT OF MATERIALS:

The following have been shipped to:

Mr. John Page
Price Transfer
2711 E. Dominguez
Long Beach, CA 90810
310/639-6074

Delivery Date: January 6, 1995

MARK ALL ITEMS HOLD FOR CHINESE EXPO

Incentives:

ITEM	QUANTITY
Marlboro T-shirts	72
Marlboro Hats	72
Marlboro Fanny Packs	400
Marlboro Cassette Cases	200
Marlboro Duty Free Bags	1,000
Marlboro Lighters	1,200

Should you have any questions or concerns, please feel free to contact me at extension 2360.

cc: S. Anderson
I. Broeman
J. Fontanez
M. J. Gennaro
E. Moore

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